

Servire

The Magazine of the East Carolina Alumni Association

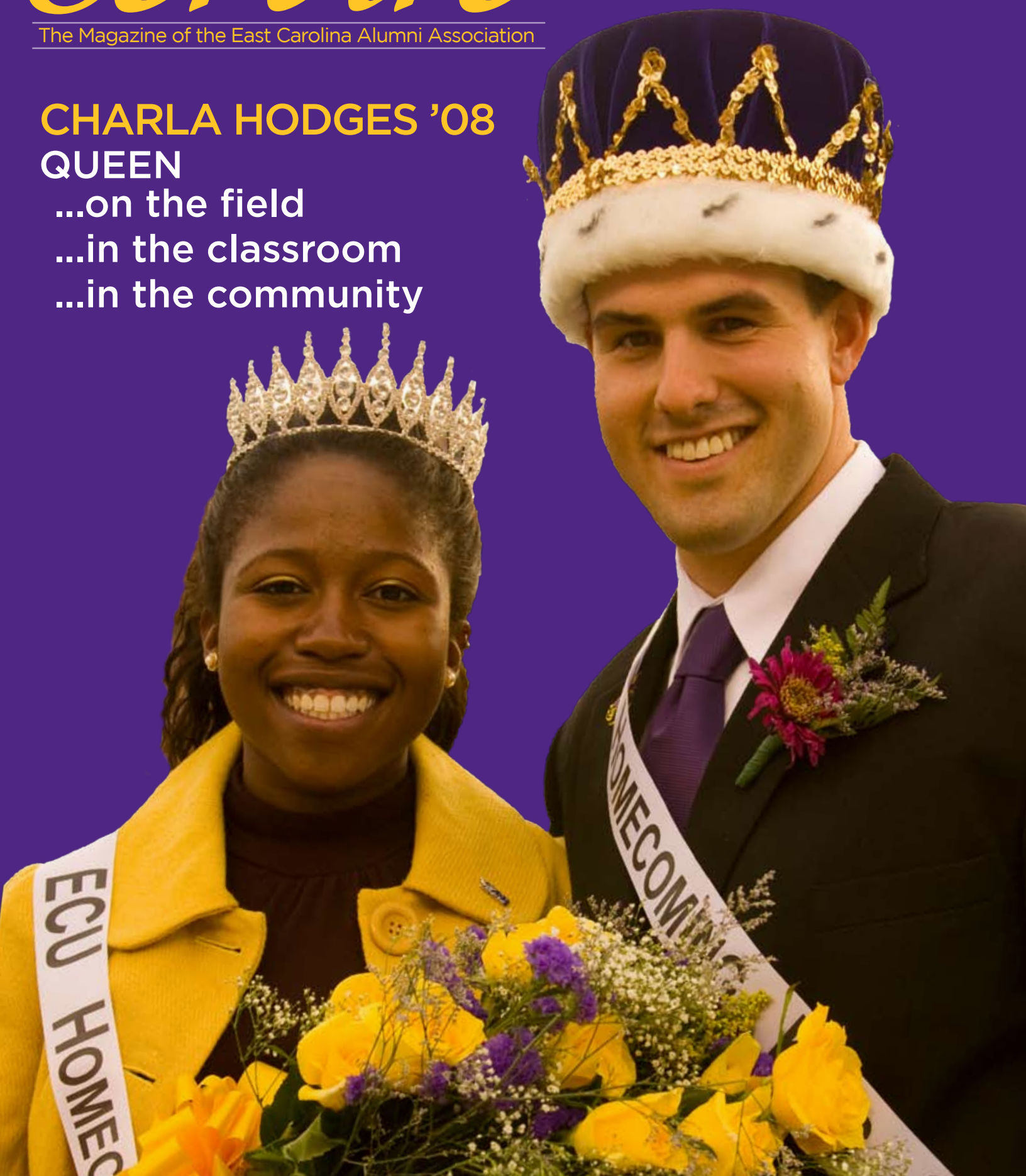
CHARLA HODGES '08

QUEEN

...on the field

...in the classroom

...in the community



Alumni Award recipients honored during Homecoming



Homecoming truly was a great time to be a Pirate, and a wonderful time to share the spirit and passion for our great University with Greenville. Thousands of alumni and friends of East Carolina made their way home to celebrate this amazing place, share fond memories of time spent here, and make new memories with fellow Pirates. Every aspect of Homecoming honored the heritage and tradition of East Carolina, from her beginning as a teacher's training school to her bright future as the University *FOR* North Carolina.



Pictured left to right: Outstanding Alumni Award recipients Jim Chesnutt '63, Ron Clark '94, Dr. Shirley Carraway '75, '85, '92, '00, and Rev. Hubert Walters '65 followed by Jeff Jenkins representing the family of Dr. Leo Jenkins who was honored posthumously with the Honorary Alumni Award, and Distinguished Service Award recipient Dan Kinlaw '65.

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TO SERVIRE

Welcome to *Servire*, the magazine of the East Carolina Alumni Association. We are thrilled to offer you this new publication, which takes a closer look at the accomplishments of our scores of alumni, bringing you engaging feature articles highlighting their success. We'll also bring you career advice, news from ECU's Schools and Colleges, showcase guests from the Alumni Association's half-hour radio program, *A Pirate's Life for Me!*, detail member benefits, and of course, inform you of upcoming alumni events across the Pirate Nation, and ways you can get involved.

The East Carolina Alumni Association's mission is to inform, involve, and serve members of the ECU family throughout their lifelong relationship with the University. *Servire* focuses on fulfilling these three ideals, and offers alumni and friends of East Carolina University another way to stay connected with ECU. We hope you'll enjoy your new alumni magazine. Look inside to see how the East Carolina Alumni Association is informing, involving, and serving East Carolina University and her alumni.

Dear Pirate Nation...



Going strong and getting stronger seems like an appropriate way to sum up 2007 at East Carolina University and her Alumni Association.

Going strong: This year we have begun to celebrate our Centennial by looking back and paying homage to our proud heritage of service to the people of North Carolina and beyond. From our initial kickoff in March right up to our Centennial Homecoming in October, the Centennial celebration is in full swing reconnecting alumni to campus, educating students about our history, and thanking our community for 100 years of excellence.

Getting Stronger: In August, Chancellor Ballard announced the completion and implementation of our strategic plan titled "ECU Tomorrow: A Vision for Leadership and Service." The plan is based on five strategic directions:

- Education for a New Century – ECU will prepare our students to compete and succeed in the global, technology-driven economy.
- The Leadership University – ECU will distinguish itself by the ability to train and prepare leaders for tomorrow for the east, for North Carolina and for our nation.
- Economic Prosperity – ECU will create a strong and sustainable future for eastern North Carolina through education, innovation, investment and outreach.
- Health Care and Medical Innovation – ECU will save lives, cure diseases, and transform the quality of health care for the region and the state.
- The Arts, Culture and the Quality of Life – ECU will provide world class entertainment, culture and performing arts to enhance the quality of our lives.

You will have the opportunity to hear about this plan first hand from the Chancellor himself at upcoming Chancellor Tour events in Raleigh (January 9, 2008) and in Charlotte (January 22, 2008).

Going Strong: Over the past three years your Alumni Association has awarded more than \$35,000 in scholarships to some of East Carolina's best and brightest students. These students have gone on to medical school at the Brody School of Medicine, nursing positions in rural and underserved parts of our state, and into the classroom as educators preparing future generations of leaders (and possibly Pirates!)

Getting Stronger: This year alone, we will award \$20,000 in scholarships to students who excel in the classroom, their communities, and are leaders on campus. In addition, through the success of our Scholarship Golf Classic presented by Hilton Greenville, we added \$25,000 directly into our scholarship endowment, which will support student scholarships in perpetuity.

Going Strong: In 2005, the Association boasted "record" participation with more than 17,500 participants in our 137 events.

Getting Stronger: Since then we have broken our "record" each year and have averaged more than 25,000 participants and 190 events. In addition, the response to our membership program has been outstanding with almost 3,000 members since July of 2006.

If you thought 2007 was a great year for ECU, just wait the best is yet to come! East Carolina's second century is in our hands; your support will keep us strong for another one hundred years.

Sincerely,

Paul J. Clifford, Associate Vice Chancellor for Alumni Relations
Charter Forever Pirate



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SCHOLARSHIPS WORK FOR ECU STUDENTS

College — a time of freedom, exploration, and self-discovery. The “growing years” for many 18 to 20-somethings as they venture on their own for the first time, assume new responsibilities, flourish in the classroom, face exciting challenges, and thrive in social settings. But for some, college can also be stressful, with pressure to succeed, hesitation over leaving home, anxiety of acceptance, and the realization, for most, that a college education doesn't come cheap. That's where scholarships can make all the difference.

Over the last three years the East Carolina Alumni Association's Scholarship Program has significantly grown, having awarded 38 scholarships to date. This year the Association will award an unprecedented twenty \$1,000 scholarships to deserving undergraduate ECU students, making our scholarship recipient total 58. Charla Hodges '08 is a senior community health major and ethnic studies minor from Asheboro, NC. She was crowned ECU's Homecoming Queen on Oct. 27, 2007, and is a 2006-2007 Elite Pirate, which honors top student leaders based on academics, leadership, and community service. She has been named to the Dean's List three times and the Chancellor's List once. Hodges is vice president of Healthy PIRATES, served as a senate representative for SGA, president of her sorority, Zeta Phi Beta, and a leader in campus wellness education. She is a member of Eta Sigma Gamma, a health education honor society, and was nominated for the Golden Key National Honor Society and Phi Kappa Phi, an honor association for those in the top ten percent of the senior class. Hodges has volunteered for Give to the Troops, the Eastern NC Food Bank, Boys and Girls Club, Greenville Community Shelter, and PICASO, the Pitt County AIDS Service Organization. During the spring 2008 semester Hodges will intern at the National Hispanic Medical Association in Washington, D.C. “I think the Alumni Association Scholarship

Charla Hodges, volunteering for Healthy Pirates, talks with senior construction management major Seth Speight of Wilson on Great American Smokeout Day.



is really important and necessary. It reaches out to the students to let us know that we are important, that the Alumni Association is thinking about us even as undergraduates, that you want us to succeed and come back after graduation and be active with ECU. It establishes a bond, in a sense, by offering scholarships to students and makes the Alumni Association more visible to current students. In my case [the scholarship] has really helped me because my mom is a single parent and she has both of her children in college at the same time,” said Hodges about the impact of her Alumni Association Scholarship. After graduation Hodges plans to pursue a Master of Public Health and work with minority populations to ensure quality, affordable health care. Hodges would like to express her sincere “thanks” to the Alumni Association and those who contribute to our scholarship program for helping her and many others obtain a college education.

“I think the Alumni Association Scholarship is really important and necessary. It reaches out to the students to let us know that we are important, that the Alumni Association is thinking about us even as undergraduates, that you want us to succeed and come back after graduation and be active with ECU.”

It is because of dedicated, proud Pirates that the Alumni Association's Scholarship program has become so successful. Participation by alumni and friends in the Association's ECU Alumni Scholarship Golf Classic, along with generous tournament sponsors like the Hilton

Greenville, Ironwood Golf & Residential Community, and O'Charley's, this year's golf classic and 19th Hole Scholarship Reception yielded more than \$25,000 for student scholarships, nearly doubling last year's total. Scholarship dollars are not limited to our golf tournament proceeds. Membership in the East Carolina Alumni Association at the Centennial and Forever Pirate levels also provides necessary scholarship dollars. Outright gifts to the Alumni Association's Scholarship program by alumni and friends are always welcome, too.

Any ECU undergraduate student (freshmen through seniors — who intend to enter graduate school at East Carolina) with a 2.7 cumulative GPA is eligible to apply for an Alumni Association Scholarship. Completed applications should detail the student's commitment of service to the University community, and be accompanied by an official transcript and letter of recommendation. Applications must be postmarked by January 31, 2008 to be considered for the 2008-2009 academic year. Scholarship recipients will be honored during the spring semester at the Alumni Association's Scholarship Luncheon. Scholarship applications can be downloaded from the Alumni Association's web site, PirateAlumni.com, or call the Alumni Center at 800-ECU-GRAD to request an application. Student scholarships work for ECU students!

A tasty dish: alumni restaurateurs cook up great business

Opening your own business is a leap of faith for many. But belief in your product and the support of your community is a recipe for success—or such is the case for four of East Carolina's alumni restaurateurs.

Michael Santos '01 and Kevin Brighton '02 are co-owners of Greenville's well-known Chefs 505 and the newly opened Chefs 105 in Morehead City, where Andy Hopper '03 is also a partner. Opened initially in 1997, Santos and Brighton assumed ownership of Chefs 505 in 2002. "After culinary school I came to ECU for the hospitality management program. I also worked at Christinne's during that time and got to know many restaurant owners, including the former owner of Chefs 505. There was something about the atmosphere here, the attention to detail, the

The education that Kevin and I received from ECU has greatly influenced our thought process when it comes to building and marketing our restaurant. Business classes helped us understand that there are direct and indirect influences on the success of our business. For example, future additions to the medical center has nothing to do with the restaurant business, but it indirectly affects us by bringing more people to Greenville who are accustomed to fine dining and entertainment. Our day-to-day operations are also influenced by trends and economic goals, something that our business classes taught us to monitor and use to our advantage," said Santos.

"In our major, hospitality management, Kevin and I were able to take a variety of courses that are critical to the restaurant industry. These classes helped us understand how to work with all types of people and personalities — from our customers to our employees. I do believe that you are only as good as your employees, and ECU helped me understand that," commented Santos on his education from ECU.

that University Chophouse will become a family favorite for Greenville and surrounding area residents. "Supporting independent restaurants is so important to me. We provide a service that chain restaurants can't — a unique experience and one-of-a-kind cuisine," said Myers.

Myers' love for East Carolina, especially athletics, inspired the interior design of the restaurant and bar. Booths, seat covers, linens, and even the floor are purple and gold, and captivating black and white photos of people and places associated with ECU provide art throughout the building. "Attending ECU was a great experience for me. My older brother played on the football team and I wrestled for a time while I was a student. Because I was attending ECU, I was in Greenville at the right time and in the right places for opportunities to open up for me in the restaurant industry. I made great friends through ECU, many of which are current patrons, and ECU gave me a solid base to become a business owner," commented Myers.

Located in the Lynncroft Shopping Center at 3130 Evans Street, University Chophouse features an a-la-carte-style menu and full bar and is open daily.



Kevin Brighton '02 and Mike Santos '01

feeling of being upscale, yet comfortable that I really liked. Kevin and I got to be friends while in school, and we worked together at Christinne's for a while too. He had actually worked at Chefs 505 during his first few years of college and was familiar with how the restaurant worked, so when the opportunity came for us to purchase the restaurant we took it. It was important for us to maintain the integrity of Chefs 505 and the reputation it had established in Greenville — that's why we chose to keep the name," said Santos. "Of course we've added a few of our own touches." In 2004 the partners introduced the Lounge @ 505, a chic addition which boasts 30 additional bar seats and plush leather chairs and love seats for additional patrons. Live music and weekly wine tastings are two added attractions at Chefs 505. On occasion, Chefs 105 offers similar additions. "We just want people to eat, drink, and be merry, like the Dave Matthews Band song says... we want our customers to come here for a great meal and stay for live music and enjoy just hanging out with friends.

Chefs 505 offers a rotating nightly menu, while Chefs 105 carries staple entrees and seasonal items. Located at 505 Red Banks Road in the Lynndale Shoppes in Greenville, Chefs 505 is open daily. Located at 105 South Seven Street in Morehead City, Chefs 105 is currently open daily, but has limited hours during the winter season. Visit www.chefs505.com for complete menus and wine lists for both restaurants.

University Chophouse, one of the newest restaurants in Greenville, opened July 2007. After spending more than ten years running Staccato's, University Chophouse owner Ray Myers '82 was ready for a change. Years of experience in bartending, catering, and restaurant managing helped him conceptualize University Chophouse. Myers wanted to open an establishment that would become synonymous with Greenville, as many cities around the country have that "one" restaurant that everyone associates with it; a place with outstanding food, an exciting atmosphere, and where you feel like a local. He also hopes



Ray Myers '82

THE ADVENTURES OF PEE DEE THE PIRATE

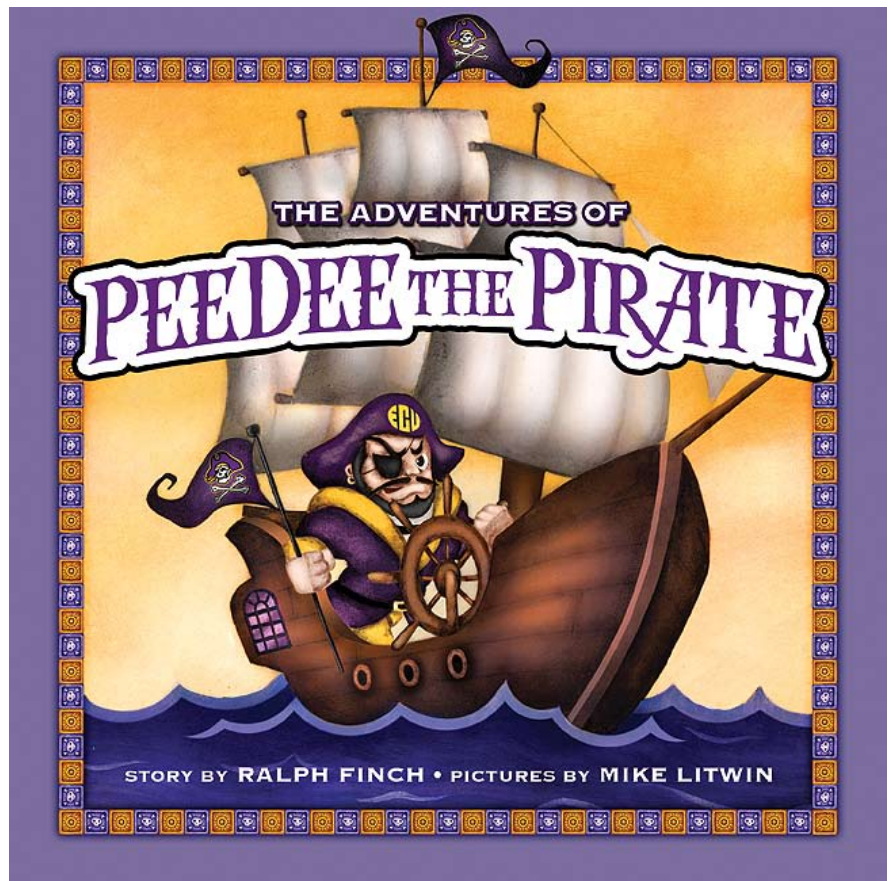
Thanks to two talented East Carolina alumni, Pee Dee the Pirate has been immortalized in a colorful, whimsical children's book, The Adventures of Pee Dee the Pirate. The brainchild of '67 graduate Ralph Finch, this book highlights Pee Dee's first day as an East Carolina student.

After sailing up the Tar River Pee Dee docks his mighty ship in Greenville. He catches a student transit bus to campus, meets fellow students, and attends his first class. Pee Dee attempts to study at Joyner Library, but falls asleep and daydreams of the Homecoming parade and scoring big in Pirate athletics. At the end of the day Pee Dee visits with some future ECU Pirates and shares his Pirate Pride.

Beautifully illustrated by one of University Publications' graphic designers, Mike Litwin '01, the colorful pages are sure to enchant any child and get them excited about East Carolina. Fun faces and familiar ECU places are displayed throughout the book.

In keeping with the University's motto of Servire (to serve), the author and illustrator will donate all proceeds from book sales to the University.

The Adventures of Pee Dee the Pirate is available at University Book Exchange and on campus at ECU's Dowdy Student Stores. Visit www.adventuresofpeedee.com to order online.





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A Pirate Remembers...

Thomas "Ed" Casey '50

It is winter in 1945. You are cramped in the back of a B-26 Martin Marauder on your thirty-third combat mission. It is freezing in the back of the plane as you steady your hands to grip the tail gun. World War II has been raging since 1941, and you are one of the thousands of brave American men and women serving our country in Europe. You are 20-years-old. This was the life of Thomas "Ed" Casey '50 during his first two years in the United States Army Air Force, after he volunteered for the draft.

Casey grew up in Rocky Mount, NC, and graduated high school in 1943. Pearl Harbor had been bombed in 1941, so he knew, inevitably, that he would be drafted for WWII. He and a friend took jobs at the North Carolina Ship Building Company in Carolina Beach while they waited to be drafted. While on the job, Casey was enamored with the P-47 Thunderbolt that often flew overhead. Rather than be drafted for something he didn't want to do, he decided to volunteer for the draft to enter the pilot training program and received orders to report to Miami Beach in November 1943. Unfortunately, Casey was not chosen for pilot training, so he joined the crew-training group to work with airplanes. He went to Denver for armament school and Fort Myers, FL, for gunnery school. Upon completing training in January 1945 he was sent to France to fight in the War. In a typical day Casey's flight crew woke around 3:00 a.m., prepared their B-26 for combat, and were out by dawn to fly their four-hour mission. (Sometimes they flew two missions in one day.) Casey was the tail gunner for every mission—a risky position at the back of the plane.

WWII ended in May 1945, and Casey was sent home in November, after serving two years. After working for a time with his father, Casey enrolled at ECTC in the fall of 1946, at the urging of his brother, Paul, who was also an ECTC student. A short time after school began, Casey and his brother moved to a room in Wilson Hall, which they shared with another young man. The room had a three-tiered bunk, similar to those in barracks, which was fitting because so many young men had served in the War. Casey noticed there were a number of veterans attending ECTC at the time; in fact, veterans made up most of the male population! So he and a few friends organized the Veterans Club. The Club's main function was to raise money for athletics. At the time, many businesses in Greenville supported Carolina or Duke, not ECTC. Fortunately, many of the veterans were able to secure gifts from local merchants, with the promise to "not tell anyone." Club members also put on minstrel shows and held parties in Wright to raise money. The parties were a big hit with other students with acts like the Tommy Dorsey Band and Glenn Miller

Band. Casey served as president of the Veterans Club and the Commerce Club. He even ran for SGA President but was defeated by Chip Connolly. Casey was one of the only students on campus with a car, a Studebaker. He could always find a parking place and a group of guys and girls to hang out with on Friday nights.

In 1948, through the efforts of President John D. Messick and Dean of Students Leo Jenkins, an ROTC detachment of the U.S. Air Force was established at ECTC. Many veterans took advantage of this opportunity to become officers, including Casey. He had already served two years and now only needed to complete two years in ROTC to graduate as an officer. Upon graduation from ECTC in 1950, Casey was again in the Air Force; this time as an officer and on his way to pilot training school. He trained on the F-94 Starfire, a jet-powered all-weather interceptor aircraft that was intended to identify and shoot down assault aircraft. While he was training, the Korean War broke out and Casey was soon stationed at Johnson Air Force Base just outside of Tokyo, Japan. While there, he piloted tow-targets to allow target practice for other pilots. In 1955 he fulfilled his four-year tour of duty and came home to North Carolina.

Casey settled in Grifton and became a partner in the Grifton Gas Company with his brother. He also resumed attending East Carolina football games and in 52 years has not missed one home game. In fact, he took his wife, Gerri, on their first date to an East Carolina football game in 1962. "ECTC gave me a great background to run my business, and of course I have a tremendous love for East Carolina football and it has just been a great, great pleasure to me to see that program come from where we were to where we are today."

Casey remained in the Air Force Reserves until 1980, when he retired as a Colonel. For his service in WWII he received an Air Medal with five oak leaf clusters and a Meritorious Service Medal in 1980. He retired from the family business in 2000. He has three children, Richard, Wanda, and Debbie, and six grandchildren, Kristen, Shaughn, Adam, Emily, Joseph, and Amanda. Kristen was an ECU cheerleader and graduated in May 2007.

Casey is a Life Member of the East Carolina Alumni Association and a Golden Pirate in the Pirate Club. "ECU has given me more than I've given East Carolina," said Casey. "It's part of me, and ECU athletics is a family thing for all of us ... Go Pirates!"

This article is dedicated to the memory of Gerri Casey, beloved wife, mother, and grandmother.





A PIRATE'S LIFE FOR ME!

The Alumni Association's half-hour radio program, *A Pirate's Life for Me!*, continues to be a hit with alumni across the Pirate Nation. Airing Saturday mornings at 10:00 a.m. in eastern North Carolina on Pirate Radio 1250 & 930 AM and live around the globe on www.PirateRadio1250.com, *A Pirate's Life for Me!* brings great success stories from East Carolina alumni and news of the Alumni Association and its multitude of events for alumni and friends of East Carolina University. Have you missed a show? Well, you're in luck! The Alumni Association archives every *A Pirate's Life for Me!* on our web site, PirateAlumni.com. Keep reading to see who we've interviewed recently:

Jim Chesnutt '63, 2007 Outstanding Alumni Award Recipient

Q: Jim, what compels you to do so much for others?

A: Well, you know, I think we have to give back. There are too many takers in the world today and I think we need to give back to our communities, both locally and in whatever industry we choose to work. And giving back to East Carolina is very easy to do, because without East Carolina I would not be where I am today. I am very grateful to attend East Carolina at the time that I did and that doors were opened for me as a result of being here. Now it's my turn to help someone else.



Candace McKenzie '91, The Dating Dahling

Q: Candace, you were in school at ECU during the 1990s. Share a little about your experience as a student.

A: Well, I'm a small town girl and I felt ... at first, that ECU was very overwhelming. I can't remember how many students there were, but there were a lot! The wonderful thing about ECU ... it's a great community, especially if you have a passion for something. Like for me, I got involved in the theatre group. You make your friends, you find a mentor ... Don Beam from the Theatre Arts department was my mentor, and they help you through the process [of adjusting to college life]. I love the fact that ECU was strong creatively, but also too, even at that time, they had an amazing medical program and an amazing business program. I really feel like it was such a smart move going to ECU and that I got a well-rounded education.



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CAREER CORNER

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LOOKING FOR THE JOB OF YOUR DREAMS? BE COMPANY-FOCUSED

By Bruce Maxwell, M.Ed., N.C.C.

If you break the interaction between a job seeker and a company into its basic components, it is easy to recognize that getting a job is much like selling a product. The job seeker is the product that must be sold and the company is the buyer of the product. There are two ways of approaching this sale. You can be job-focused or company-focused.

You can tell when job seekers are job-focused because all their efforts are focused on finding job openings and presenting their qualifications in ways that demonstrate they are qualified for the job. To put it in a sales perspective, job-focused job seekers assume that if they describe the product they are selling in terms that are attractive to buyers who are looking for this product, the buyers will buy.

On the other hand, company-based job seekers are focused on determining the needs, problems, and challenges of potential buyers who might need this product (even if they don't know they need it and are not looking to buy at this time), and presenting stories describing ways in which this product can help provide solutions to company problems. In this case sellers do not focus on why this product is the best product that the buyer could possibly buy.

the company's immediate problems. In order to be an effective job seeker, you have to differentiate in the mind of the prospective employer the differences between you and other job seekers. Once they perceive this difference they will hire you.

If you run into companies that interest you that say they would love to hire you but there are no openings, the issue is not really an issue of openings. What they are actually saying is that they do not see how you can give them anything they either (a) don't already have, or (b) can't do without. When most job seekers run into this situation, they lower their salary expectations, try to make the sale based on price, and usually, go away frustrated and unemployed.

Company-based job seekers recognize that the real way to generate offers is to help companies identify ways they could be making more money, through things like increasing sales, reducing costs, or reducing the time it takes to get products or services out. When companies begin to recognize that (a) they do have problems that can be fixed, and (b) that you can provide solutions to help solve those problems, they become willing to spend money to hire you because there is a clear return on their investment.

Your role as the job seeker is to help the company identify the problems they have in your areas of interest and then to raise the importance and value of solving that problem. You do that by asking open-ended questions that probe into a company's needs, problems, and challenges. Talk about what you can and will do for that company rather than focusing on describing what qualifications you have.

Getting a decision-maker to make you an offer will only occur if you add value to their operation. It doesn't matter how many degrees you have. It doesn't matter how many years of experience you have. It doesn't matter how young or old you are. If the interviewer doesn't value the qualifications you're offering then those qualifications are not important. What counts is what the decision-maker believes is important. Sell what you can do for the company, not what the company can do for you. Sell the benefits and solutions you have and do so through stories about previous situations you have faced and resolved.

If you sell yourself based on salary expectations, someone will always make them a better offer. If you sell yourself based on your years of experience in this field, someone else will always offer them more

They recognize that there will always be other job seekers with more or better qualifications. They focus on their own uniqueness and how the buyer will actually get more value for their money immediately because this product will help provide solutions to



experience. If you try to sell the product based on price someone else will always offer them a better price. But if you differentiate yourself from other job seekers and sell the product based on the value you will bring to them, you will get the job. Ask yourself, what have I done in class projects, through research, at extra-curricular activities, through volunteer or work experiences? Then prepare stories of your experiences that demonstrate that value.

Still having trouble determining whether you are job-focused or company-focused? Review the questions you have prepared to ask potential employers. If your questions ask about the qualifications for specific positions, you are job-focused. If you are approaching your job search as if it is a numbers game and you need to maintain a certain flow of letters and need to make so many calls a week to win a job, you are job-focused. Research has shown that no more than 24% of job seekers get a job by being job-focused. Instead you need to be asking employers open-ended, probing questions. “What issues are limiting your ability to stay competitive?” “What are the top three problems facing this company?” “What products or services are being offered by your competitors that are causing you to lose market share?” “What areas hold the greatest opportunity for growth?” Business problems typically revolve around profitability. You should create questions that focus on identifying and solving problems related to the profitability of the company.

As you present stories that describe your problem-solving ability you will want to provide clear, quantified solutions to problems. Those solutions must be presented in terms that have meaning to the company and, as much as possible, use the company’s jargon and terms. When the company tells you attrition is a problem for them, if they talk about throughput or productivity, then you need to get the interviewer to quantify that in company terms. Often they will quantify their needs in dollars, but they may also talk about percentages, standards (like ISO 9000), satisfied customers, or retooling. These may or may not be terms with which you are familiar, but to be truly effective your solutions must be phrased in the company’s terms. It is very important that you demonstrate an understanding of the company’s problems. Speaking their language communicates knowledge and understanding of the field. You are trying to present your value in terms that make sense to the employer. Instead of spending valuable time telling the interviewer about your qualifications, spend the time asking questions about their problems. If you need help identifying your stories or what you would say and how to get to decision-makers, come see us at the Career Center. We have handouts that cover most of these topics and provide services for alumni, too.

To summarize, in a job-focused job search the candidate tells the human resource office all about their qualifications. But with a company-based focus, the candidate goes to the decision-maker and has a conversation about the company’s needs, problems, and challenges. What fun! Be a company-focused job seeker. Ask questions like, “What are you trying to accomplish?” “What is preventing you from accomplishing that?” Then show them how you can help meet their goals; how you can help overcome their problems, and quantify your examples in company terms. As long as you are focusing on what the decision-maker and the company want to accomplish, than you will be successful in obtaining the job of your dreams!



PIRATE CAREER CALLS

Pirate Career Calls take place monthly and feature valuable information for alumni who seek professional insight on various career related topics. Scheduled the first Thursday of each month at Noon EST, Career Calls are free and allow alumni to participate from the comfort of their home or office via a toll-free conference call.

January 3 - Stress Free Interviewing
February 7 - Developing a Power Greeting
March 6 - Salary Negotiating

To learn more about upcoming Pirate Career Calls, visit PirateAlumni.com/careercalls

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Thomas Harriot College of Arts and Sciences Voyages of Discovery Lecture Series

By Lacey Gray

During the second lecture in its inaugural 2007-2008 year, the Thomas Harriot College of Arts and Sciences Voyages of Discovery Lecture Series brought a full house to Wright Auditorium and the East Carolina University campus.

More than 700 ECU students, 400 faculty and 300 community members attended the lecture “Why Our Origins Matter,” on Oct. 10, presented by Dr. Richard Leakey, professor of anthropology at Stony Brook University.

“This was a fantastic turnout,” said John Tucker, director of the lecture series.

Leakey is well known for his work in early human origins and has contributed to unearthing more than 200 fossils, including “Turkana Boy,” a 1.6 million-year-old *Homo erectus* skeleton.

On Feb. 21, 2008, the college hopes to continue to draw a crowd with the Sallie Southall Cotton Lecture, dedicated to advancing women’s studies. This is the third lecture in the Voyages of Discovery Lecture Series.

Dr. Lisa Norling, associate professor of history at the University of Minnesota, will present “Captain Ahab Had a Wife” at 7 p.m. in Wright Auditorium.



Titled for her prizewinning book, Norling examines gender dynamics in the American whaling industry during the 18th and 19th centuries.

Norling’s research shows how the growth of the whaling industry and restructuring of life at sea and onshore reflected and reinforced evolving concepts about sexual difference, love, and marriage.

“As U.S. history appropriately incorporates international and comparative perspectives, we are beginning to recognize the significance of the sailors and ships that linked America and the rest of the world,” said Norling.

The Voyages of Discovery Lecture Series is made possible through generous contributions from the Dean’s Advancement Council of the Thomas Harriot College of Arts and Sciences, the East Carolina Alumni Association, and additional friends and supporters of the college.

For more information, contact Tucker at tuckerjo@ecu.edu or 252-328-1028. Additional information is also available on the web at www.ecu.edu/cs-cas/harriot/voyageslectures/.

Speed part of the palette for art professor

By Doug Boyd, Photo by Cliff Hollis

Crawling around on gravel and asphalt, adjusting shock absorbers and clutch linkages, then putting on an insulated firesuit and full-face helmet may not seem like the ideal way to spend a hot September Saturday. But for Dr. Mark Malley, the best way to describe it was almost a cliché.

“It’s a gas.” That’s how the assistant professor of art summed up driving his 28-year-old racecar with a group of other men and women who are, for the most part, just out there for the fun and friendship.

Malley, an assistant professor of art at East Carolina University, was racing his 1979 PRS RH01 Formula Ford in the Sportscar Vintage Racing Association’s annual Fall Festival at Virginia International Raceway Sept. 27-30.

Since his youth, Malley has had high-speed aspirations and has come closer to achieving them than many who shared the same dreams. He attended his first race in 1957 at Lime Rock Park in Connecticut. The sight and sound of sports cars lapping the course were all he needed to get racing in his blood.

“That was big,” Malley said. “Had to have it. A lot of my paintings back then were of race cars and the people.”

In the 1970s, after studying in England, Scotland, and Ireland and following racing there, Malley was teaching in Bridgeport, Conn., when he decided to give professional racing a shot. “I said, ‘It’s now or never.’ I didn’t have children or that responsibility,” he said.

On weekends and during the summer, he raced open-wheel cars for a small team with some success. He competed against the likes of Davy Jones, Arie Luyendyk, and Michael Andretti, all of whom went on to race at venues such as Le Mans, Indianapolis (where Luyendyk won twice) and in Formula 1.

While his team performed well, it lacked the funding to achieve regular success. Children and a career intervened, and Malley left racing.

But racing rarely leaves a person. In 2000 – on April Fools Day, to be exact – Malley bought a 1975 Chevron B29 Formula Atlantic car. His sons, Patrick and Timothee, were out of school, and racing was something they could do together, meeting at tracks because they lived up and down the East Coast.

In 2003, Malley crashed the Chevron at Summit Point Raceway in West Virginia, breaking his back and bending the monocoque of the car. After recovering from his injury and rebuilding the car, Malley sold it this year to a buyer in Australia.

Now he races the PRS Formula Ford he bought about five years ago. It’s powered by a 1,600-cc four-cylinder Ford engine and weighs just 930 pounds. The car won 27 races in 29 starts in 1979. In the SVRA, he races in a class for small-engined, open-wheel cars.

The Fall Festival at VIR, a 3.27-mile course just across the state line from Milton, NC, is his only event so far this year. Malley has been busy guiding students working on a mural depicting the history of Princeville, and that’s left little time for racing.

Before heading to VIR, Malley traveled to Pennsylvania to pick up his engine from a shop there. After reinstalling the engine, his car had transmission problems. Malley couldn’t use all his gears on VIR’s long straightaways, hurting his lap times.

While he never solved the gearbox troubles, he



Dr. Mark Malley racing his Formula Ford in a Sportscar Vintage Racing Association event.

still managed to finish third in his class. Competitor and friend Mark Harmer, who races a Brabham BT-21 formula car, was parked next to Malley in the paddock area at VIR. "You get hooked," Harmer said of vintage racing. "Once you start, it's like a drug. You get to come down here, spend a lot of money and make a lot of friends."

Malley sees similarities between racing and art. Many people look at racecars, some with sharp angles, others with flowing curves, most all with sparkling paint and polished mechanics, and see works of art. The euphoria and reward one feels after taking crates of parts and assembling them into a working machine compares to the thrill of finishing a painting, Malley said. The hand-eye coordination and mental visualization required to put brush to canvas are similar to the skills needed to project oneself through a series of tight turns and down a fast straight-away, he said.

In addition, he said, the necessary attention to detail, commitment and repetition are similar to teaching.

"Teaching is a craft, like driving a racecar is a craft," he said. "The car's really a metaphor for my alter ego, if you will, or spirit."

Two ECU schools have been re-designated as colleges

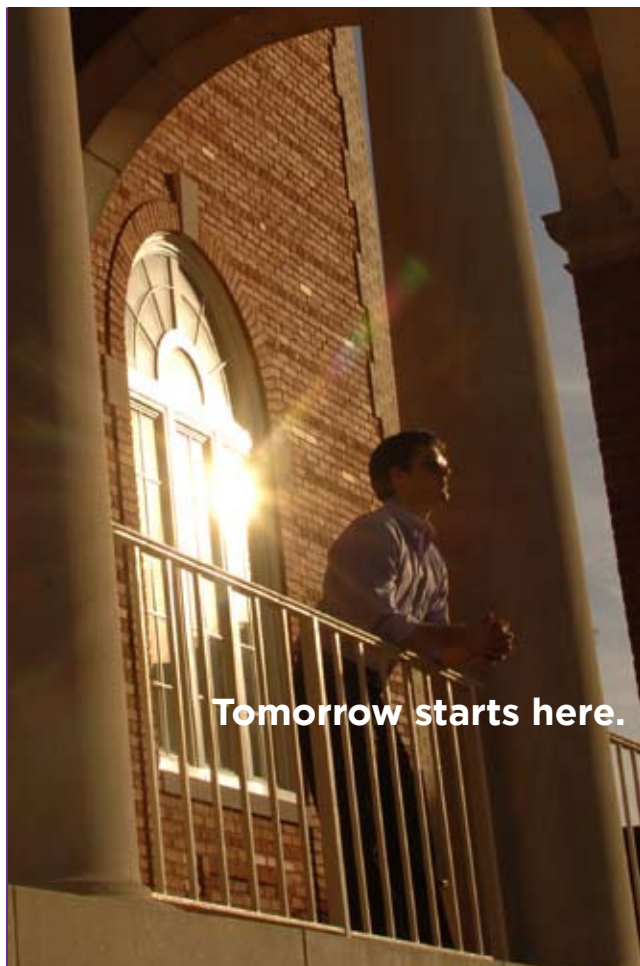
By Crystal Baity

The University of North Carolina Board of Governors on Oct. 12 approved a request to change the name of the School of Allied Health Sciences and School of Nursing to the College of Allied Health Sciences and College of Nursing.

Several years ago, the ECU Division of Academic Affairs designated that the schools within that division be recognized as colleges. At the time, no change in status was requested for the schools within the Division of Health Sciences. Recently, the faculty of the schools recommended that their status be changed from school to college based on current guidelines for designation and assessments of similar colleges and schools in the UNC system and across the United States.

"The awarding of college designation status provides recognition of our tremendous growth, productivity and complexity and aligns us more closely with other colleges at ECU," said Dr. Sylvia Brown, acting dean of the College of Nursing. "We are pleased to share this acknowledgement with our colleagues in the College of Allied Health Sciences as we continue to build a strong Division of Health Sciences."

The College of Nursing was established in 1959, the oldest in the health sciences division, and has an enrollment of 1,047 students in baccalaureate, master's and doctoral nursing programs. It is the largest producer of new nursing graduates in the state and offers the only nurse midwifery plan of study and alternate entry MSN option for non-nursing bachelor degree holders in the state. The college is known for innovative online outreach efforts designed to increase access to education in rural areas. It serves as a center of excellence for leadership in nursing, professional nursing education, research, service and faculty practice in eastern North Carolina. The college offers program options for registered nurses and post-master's students to advance their education.



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The Leo W. Jenkins Society is the recognition group for all planned giving members at ECU. Please consider establishing your perpetual legacy through a bequest provision, charitable gift annuity, IRA or insurance policy beneficiary designation, various trust establishment or gift of real estate that will create the margin of excellence for tomorrow's students at ECU. This is a great opportunity to lead like Dr. Jenkins.

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ECU College of Nursing establishes giving program, emergency needs fund

By Crystal Baity

A new fund established by the East Carolina University College of Nursing and ECU Medical & Health Sciences Foundation will help nursing students with financial crises.

Acting Dean Dr. Sylvia Brown recently started the Dean's Gift by donating \$10 in the name of each first semester nursing student to establish an emergency needs fund in the school. The goal is two-fold; grants will be available to assist students during times of financial hardship, while the school develops a philanthropic environment to introduce and encourage a lifetime of giving by students. With 130 new nursing students this fall, the fund totals \$1,300.

"This is an innovative way to meet an immediate emergency need while looking ahead to create a sustainable trend of giving back among our graduates," Brown said. "We will develop student loyalty to this fund through transparency and frequent updates to the students regarding the types of emergencies that are funded.

When they graduate in two years, they will want to contribute in order to offset emergency needs encountered by future students."

Erika W. Best, president of the East Carolina Association of Nursing Students, said the fund is greatly needed because nursing students, besides typical costs for books and student fees, also pay for uniforms, stethoscopes and other fees and transportation to and from clinical sites. When a financial emergency arises, it quickly can become a crisis and interfere with learning.

"This fund is the nursing school's way of reaching their hand out to a student in need and pulling them up," said Best, 24, of Goldsboro. "Some students are fortunate to have additional help from family to offset these expenses, but others are self-sufficient and must take care of these on their own. Our course load makes it difficult to hold a job outside of school. For those students who have no other option, this is an increased burden. This fund will be greatly beneficial to those students that are working hard for their success and need a helping hand."

The inaugural dean's gift was announced at the

Lamp of Learning pinning ceremony held Sept. 20 for first semester nursing students.

Mark Alexander, director of development for the College of Nursing in the ECU Medical & Health Sciences Foundation, said the gift will encourage nursing alumni to give back to their school following graduation.

"The emergency relief fund is a project that directly effects and supports all of us. We will be able to reap the benefits of this project now and by doing so we should be encouraged to give back so that other students will have the same benefits in the future," Best said.

University leaders anticipate that other colleges will follow suit in establishing a similar annual dean's gift, Alexander said.

ECU's Brody School of Medicine continues to grow

By Nancy Ball and Greg Prince

Recently, the American Academy of Family Physicians ranked the Brody School of Medicine among the top ten in the nation for sending graduates into family medicine residencies.



An evening with East Carolina University's 10th Chancellor Dr. Steve Ballard

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Our mission to provide primary care physicians to the state continues to be realized. Research funding reached a record level of almost \$20 million in the 2006-2007 fiscal year. A 19-member search committee has been named to select a new dean to guide the Brody School of Medicine into its future. Dr. Phyllis Horns currently serves as interim dean and interim vice chancellor of the Division of Health Sciences.

The newly enlarged Laupus Health Sciences Library serves medical students, as well as practicing physicians and the growing community. The Library's state of the art technology offers advanced learning opportunities between the Brody School of Medicine, the College of Nursing, and the College of Allied Health Sciences. Interdisciplinary research, current medical literature, and video conferencing are all available at Laupus.

A joint effort between East Carolina University, Pitt County Memorial Hospital, and private practicing physicians, the Eastern Carolina Heart Institute (ECHI) is under construction and slated for completion in 2008. The ECHI at the Brody School of Medicine will be

a 206,000 square foot facility that will support outpatient clinics, research, and education. Addressing the region's complex problem with heart disease, the Institute will be devoted to the research, treatment, and prevention of cardiovascular disease.

Finally, plans for our new Family Medicine Center are almost completed. The Center is being designed as the training site for medical students, residents, and healthcare professionals while providing quality healthcare to the citizens of eastern North Carolina. It will also house the Frances J. and Robert T. Monk, Sr. Geriatric Center, which will be funded with a gift of \$2.5 million from the estate of Frances J. Monk.

HHP Kicks-off Centennial Celebration

By Kathy Muse

The College of Health and Human Performance (HHP) invites you to commemorate our rich heritage by participating in the on-going ECU/HHP centennial celebration. Our centennial will be marked during 2007 and 2008 with several special HHP events, including a

personalized brick paver campaign, an art contest, a leadership forum, and HHP Centennial booklet.

Brick Paver Campaign

We begin our celebration by announcing a brick paver project to raise funds for a \$50,000 HHP Centennial Scholarship that will be used to assist deserving HHP students who demonstrate academic excellence and financial need. Mr. Jim Post, owner and operator of Post's Nursery in Rolesville, NC, a specialist in landscape design and installation, has generously agreed to sponsor the campaign and donate the pavers. We are offering single, engraved, 6 in. by 9 in. pavers for a purchase price of \$125. The engraved pavers will be placed in the Minges patio area and a future patio area adjacent to the renovated Belk Building.

Art Contest

A juried art contest, generously co-sponsored by Don Edwards, University Book Exchange owner and President, Greenville, NC, and orthodontist, Dr. Dennis Ross of Ross Orthodontics, Greenville, NC, will invite high school students

continued on page 16

Did you know that ECU alumni could save up to \$327.96 or more a year on auto insurance?



You may already know that East Carolina University alumni like you can get a special group discount on auto insurance through Liberty Mutual's Group Savings Plus® program.* But did you know that Liberty Mutual offers many other discounts on both auto and home insurance? In fact, you could save up to \$327.96 or more a year on auto insurance alone.** And you could save even more by insuring your home as well. To learn more about all the valuable savings and benefits available from a Liberty Mutual auto or home policy, contact us today.

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and adults to submit artistic interpretations of the mission and work of the College of HHP. Winners in two categories (high school and adult), judged for artistic merit and accuracy in reflecting the HHP mission, will be eligible for monetary prizes. Winning entries will be displayed during a Leadership Forum.

Leadership Forum

Thanks to the generous sponsorship of the ECU BB&T Leadership Center, Don Edwards, University Book Exchange Owner and President, and Jimmy Creech, President of Industrial & Construction Enterprises, Inc., a HHP Centennial Leadership Forum will be held in Greenville on Feb. 22, 2008. The Forum will recognize individuals who have significantly contributed to the disciplines that comprise the College and will provide a unique opportunity for students to interact with leaders.

Centennial Booklet

HHP will also mark the ECU Centennial with the production of a booklet that chronicles our history, highlighting significant people and events from our inception to our current status as one of the leading Colleges of Health and Human Performance in the country. The booklet will underscore the pride we all have in the accomplishments of the college and the contributions it has made to our past and present students and to the health and well-being and quality of life in our region, state, and beyond.

University Archives opens a window on ECU past and present

By Marion Blackburn, Photo from University Archives

The visitor wore a taffeta dress with grace and style — a gown she made herself — and confessed that when flying, her biggest fear was accidentally toppling the gelatin salad balanced in her lap. The year was 1937 and the visitor was Amelia Earhart. Those who attended her ECU presentation scrimped to come up with the 40-cent admission fee, but weren't disappointed. They say she was inspiring, charming, and gracious.

Memories of her visit and other university milestones can be easily found in Joyner Library's University Archives. This nexus of original documents, photographs and records offers an unparalleled glimpse into ECU's culture, past, and present.



Chancellor Jenkins with the 1976 gridiron Pirates.

By telling the story of East Carolina, it describes the history of eastern North Carolina as well. You'll find articles about beloved football coach Clarence Stasavich, stories such as why a dorm carries the name of Inglis Fletcher, and even tales of Blackbeard the Pirate. There's an oral history by Leo Jenkins, ECU's chancellor and champion from 1960-1978.

Joyner Library protects this information and makes sure it is easily available, believing that preserving the past leads to a stronger future. It also contains narratives from early graduates, which were collected by Mary Jo Bratton. Never before has history been so close at hand. During the university's 2007 Centennial Celebrations, exhibits and informational displays were a frequent sight, with much of the information taken from the library's archives.

Generous sections of the archives are available at the Joyner Library web site. Visitors can even hear Dr. Jenkins tell the story of the university's earliest days, the struggles to desegregate, and the establishment of the ECU School of Medicine in the 1970s. Yearbooks, university meetings, and official documents from the chancellor's office are all on file. If you ever completed a thesis or dissertation at ECU, your work can be found here, too.

Making sure these precious records are safe, organized and available is a mission for this library service that honors the past in the present.

Uncorking history — to discover our past

By Marion Blackburn, Photo by Bill Bunting

Imagine searching for clues to an original mystery, uncovering forgotten details about your own family or hometown. Through a special partnership, Joyner Library is working with an

English program that invites students to dig into a personal research topic. These novice researchers start with a real historical item selected from Joyner Library's Special Collection or North Carolina Collection. For some, it's an artifact such as a turn-of-the-century calendar. For others, it's an early map, a slave narrative, or newspaper article from Colonial days. They investigate the item, searching for historical information that can explain its historical significance.

For student Daniel J. Fussell III, an old photograph inspired a project that would change his life. Searching the library's archives, he discovered a 1976 photo of his own father and uncle standing with a tractor at his family's farm, Duplin Winery in Rose Hill, NC. The photo shows an ordinary bucket fixed to the tractor's grill, which was used to hold the grapes as they were harvested by hand. His father later explained that in those days, wine farming was



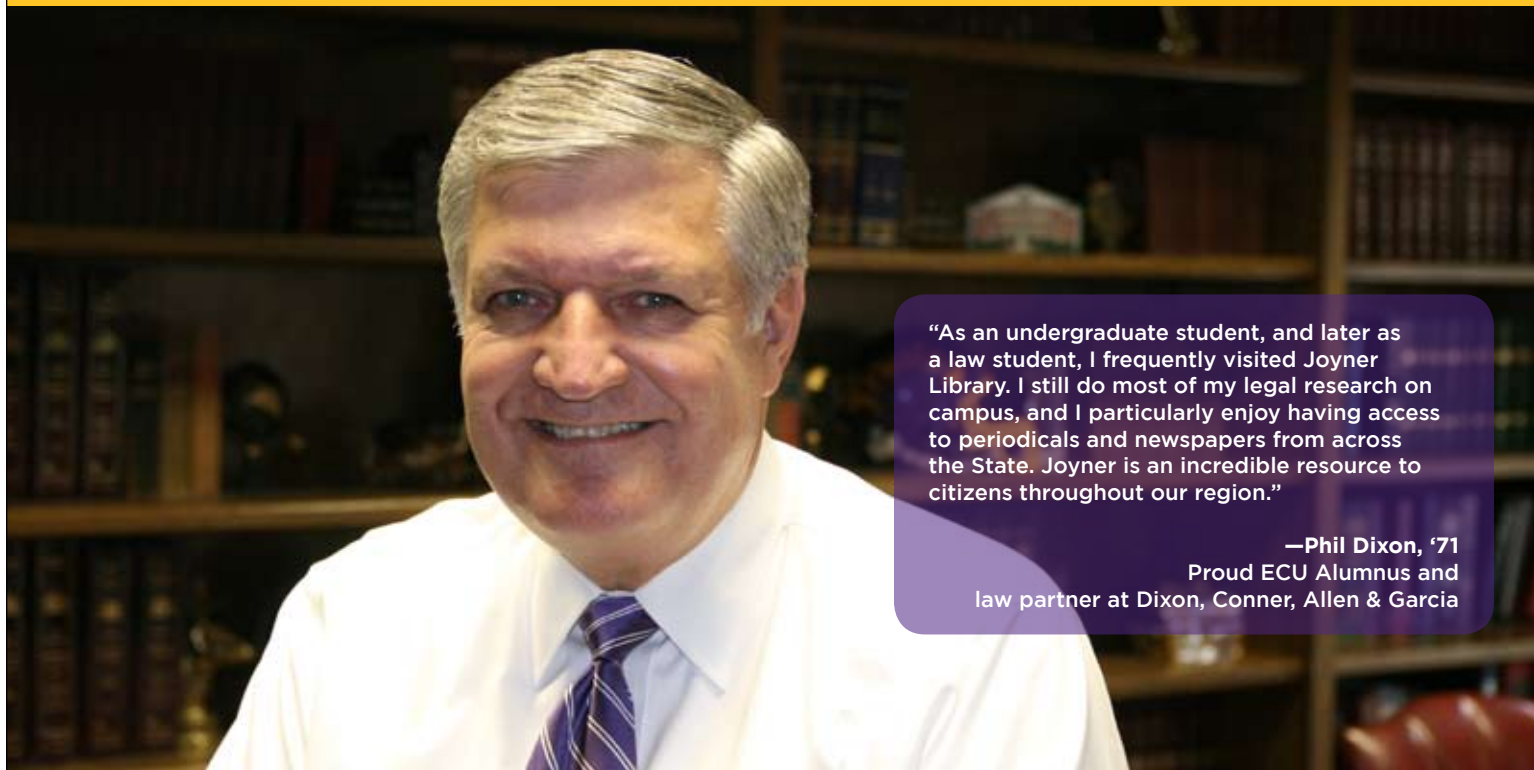
Daniel J. Fussell III at his family's winery.

not industrialized, and he often had to improvise. He also used a washing machine motor to crush the grapes. Fussell, who still works in the winery every summer, understands how far wine making has come since that photo was taken. With a deeper appreciation of his family story, he found a new passion: history. He abandoned plans to become a doctor and started down a new path as a history major, which, he says, may lead to a career in law, politics or even underwater archaeology.

His exceptional work won him the 2006 W. Keats Sparrow Award, which each year recognizes an English 1200 student for excellence in research and writing. The award is sponsored by Friends of Joyner Library and is named in honor of Dr. W. Keats Sparrow, dean emeritus of the Thomas Harriot College of Arts and Sciences.

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—Phil Dixon, '71
Proud ECU Alumnus and
law partner at Dixon, Conner, Allen & Garcia

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"I feel that it is important to support the direction of the Alumni Association as we continue to bring quality programs and opportunities to alumni. This brings positive recognition not only to the Alumni Association but to the University as well. Having served on the Board of Directors for many years, I have seen and been a part of the changes that have evolved, and I am proud to say that we have begun a journey of bringing quality service to our alums which will only improve as time, efforts, and support continues."

Join Yvonne '82 and Howard Pearce as members of the East Carolina Alumni Association. Membership in the Alumni Association helps to provide quality programs and services such as Pirate Career Calls, traditional activities such as Homecoming and reunions, alumni and faculty awards, and student scholarships. As a member, you will join the ranks of members like the Pearce's who demonstrate their pride, dedication, and commitment to ECU.

"We have been Pirate fans since relocating to Greenville in 1973 and became members of the Pirate Club about 25 years ago. Although Howard is not an alumnus, he is an avid Pirate supporter and fan, so when the membership program of the Alumni Association was formed the next logical step was not just for me to join, but for him to join as well."

-Yvonne '82 and Howard Pearce



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